

Case Study 3

Situation

A new start-up in the entertainment business.

Action

- Define service standards.
- Design and write RFP (Request for Proposal) for outsourcing of contact centre.
- Chair the outsource selection board.
- Negotiate and manage the contractual relationship with the appointed outsourcer.
- Design detailed volumetric forecasting and contact modelling of the service operation.
- Assist in the initial design of the billing platform and part of the team which selected the supplier.
- Create and implement a 'cultural map' illustrating the role of individuals and teams within the business at large.
- Design and manage the delivery of the service training programmes.
- Manage the delivery of initial management information and performance.
- Manage the customer service operation on an interim basis.
- Develop the forward strategy regarding future building and sizing of a self-owned customer service facility.

Benefit

- Staff selection targets all met.
- Training programme fully 'operationalised' ahead of targets.
- Contact Centre operation launch on time and to budget.
- Major customer acquisition success.
- Systems and processes in place and operating to plan.
- Volumetric forecasting models completed and operating effectively.
- Contact Centre technology operating.